

Montana Promotion Division:

The Montana Promotion Division strives to strengthen Montana's economy through increased visitor travel, visitor expenditures, and film production, in the state. The division works to project a positive image of the state through consumer advertising, electronic marketing, publicity, international and domestic group travel marketing, printing and distribution of literature, assisting in the development of tourism infrastructure and marketing to motion picture and television production companies. The division provides training and assistance to the Montana tourism industry, administers, and distributes infrastructure grants and oversees expenditures of six regional non-profit corporations and the eleven qualified convention and visitors bureaus.

The Montana Promotion Division is primarily funded by the statutorily appropriated lodging facility use tax.

Montana Promotion Division responsibilities are mandated primarily in Title 15, Chapter 65, and Title 2, Chapter 15, MCA.

Mission:

To strengthen Montana's economy through the promotion of the state as a vacation destination and film location; by maximizing the combined talents and abilities of its staff; and with guidance from the Governor's Tourism Advisory Council: the Montana Promotion Division strives to promote a quality experience to visitors while encouraging preservation of Montana's environment and quality of life.

Goals and Objectives:

The Division is funded primarily by the statutorily appropriated 4% lodging facility use tax. With this funding and in support of our mission, the Division works to project a positive image of the state through consumer advertising, electronic marketing, publicity, international and domestic group travel marketing, printing and distribution of literature, and marketing to motion picture and television production companies. In addition, bed tax monies are also used to provide training and assistance to the Montana tourism industry, administer and distribute infrastructure grants, and oversee expenditures of six regional non-profit corporations and the eleven specific cities and resort area districts.

Film Promotion (Montana Film Office):

The Montana Film Office promotes the state as a location for feature films, commercials, television, documentaries, music videos, and still photography by providing information, scouting, and support services to the motion picture industry – including producers, directors, location managers and studio executives. The Montana Film Office also serves as the point of contact for the certification process to qualify for film tax incentives.

Tourism Promotion (Travel Montana):

Marketing:

Consumer Marketing:

Travel Montana's consumer marketing program is designed to position Montana's vacation opportunities in the minds of consumers, motivating them to consider Montana as a prime visitor destination. Paid advertising, including joint ventures with private-sector tourism industry

partners and other appropriate state travel offices, is the major marketing tool used to reach this goal.

Group Marketing:

Montana's domestic group travel program promotes Montana's many group tour and travel opportunities by marketing directly to group tour operators throughout the United States and Canada. Montana is promoted as a tour destination, as well as a viable stopover on tour itineraries. This program markets all seasons in Montana and encompasses activities from sightseeing to river rafting and skiing. Its goals are to: provide tour operators with the tools to build a successful Montana tour itinerary; generate more awareness of statewide group tour products, including Lewis and Clark Trail attractions and events of interest to the group tour market; create more interest in Montana as a group tour destination.

Meetings and Conventions Marketing:

Montana's meeting and convention program works closely with the state's eleven convention and visitor bureaus and convention properties to market the state as a destination for meetings and groups of any size.

Overseas Marketing:

Travel Montana aggressively promotes Montana as a destination to the international travel trade, with emphasis on the United Kingdom, Germany, France, Belgium, the Netherlands, Italy, Japan and Taiwan. The program involves working with key tour operators, wholesalers, travel agencies and the media to establish new Montana itineraries for groups and Foreign Independent Travelers (FITs), while assisting Montana businesses in their marketing efforts overseas.

The program also works with the Commerce Department's Trade office representatives in Taipei, Taiwan, and Kumamoto, Japan, to promote Montana as a vacation destination to tour operators and media in those countries.

Publications:

Travel Montana publications provide flavorful and factual coverage of Montana's year-round recreation and attractions to visitors of all ages. They are often a potential visitor's first glimpse at what Montana has to offer and play an important part in the vacation planning process of travelers. In addition, the publications are used as the fulfillment component to our consumer marketing efforts. Providing accurate, reader-friendly information, the guides are easy to use and visually portray Montana at its best. The publications also present Montana businesses with affordable opportunities to advertise through its consumer guides.

Publicity:

Publicity is one of the most believable and effective types of exposure a travel destination can receive. Travel Montana uses an aggressive plan to generate editorial exposure in national and international magazines, newspapers and television shows, as well as regional and local publications.

Photography:

Beautiful and enticing photographs are an important component of all of our marketing efforts, from publications to the various Internet sites. In addition, the tourism office annually receives

numerous requests from tour operators and media for images to use in their Montana promotional plans. Our staff photographer ensures that the appropriate images are available for the marketing department, Film Office, Department of Commerce and for our tourism suppliers, trade and media contacts.

Tourism Development and Education:

The Tourism Development and Education efforts are focused on helping the state's communities and businesses utilize tourism as a tool to improve the local, regional and state economy while protecting or improving the quality of life for Montana's residents. The components of the Tourism Development and Education programs include: rural tourism development; statewide tourism infrastructure improvements grants and technical assistance; financial and technical assistance in creating new, ongoing special events as part of a community or region's economic development efforts; assisting Montana's Indian people in their tourism efforts; helping create cultural tourism partnerships and products statewide; coordinating tourism and recreation policies, programs and initiatives of federal and state agencies, communities, and the private sector; and providing customer service and tourism education training programs.

Tourism Development also supports Montana's State sponsored Visitor Information Centers located in gateway communities throughout the state. These centers provide technologically advanced methods to provide tourism related information to our customers.

Electronic Marketing:

This program uses cutting-edge technologies to create state-of-the-art information systems. These systems are designed to complement the existing tourism marketing efforts. They have proven to be a cost-effective way to disseminate timely information to Montana residents and visitors and will continue to play a crucial role in Travel Montana's marketing efforts. The electronic marketing program manages or hosts twenty-eight websites offering tourism, recreation and film location information to Internet users.

Industry Services:

Industry services supports nonprofit tourism organizations and private-sector businesses to enhance and strengthen marketing efforts that increase business, as well as provide opportunities for the industry to unite and work together.

Operations:

Operations supports the fulfillment of the inquiries received via the electronic marketing and consumer marketing with publications, emails and customer interaction via a call center. This fulfillment utilizes a contact center as well as mailroom functions.